

Outdoor Movie Night

Westfield High School's Executive Committee

- A movie night is a safe alternative for teens on the weekend.
- Students have expressed a concern that there are not teen-friendly weekend activities in Westfield.
- In conjunction with the Parks Department, Westfield High School wants to pilot an outdoor movie night.
- Nearby Hamilton County communities are already offering movies in the park.
- A community sponsored movie night would be one step towards providing appropriate, fun activities for kids.

Why?

- Poll:

- 90% of polled students said they would participate in community sponsored events.
- 50% of high schoolers grades 9-12 are interested.
- Most were willing to pay for a \$1-3 ticket.
- Students were interested in being able to purchase popcorn and candy.
- Students were interested in seeing Disney, comedy, or horror movies.
- Based on past events and poll, we estimate a crowd of 100-150 students.

Westfield High School Poll

CineBox Pro System - \$15,999

- 20' x 11' inflatable screen
- Comfortably accommodates 500 viewers
- Theatrical quality
- Lightweight, easy setup
- Includes projector, speakers, and all other necessary equipment
- Can also project video game systems and lap tops
- Additional cost of **\$2,250-\$3150 for HD or 3D screen**

Price



- \$200-\$400 per movie rental/ license
- \$25 additional cost for Blu-Ray – offers a crisper picture, especially during earlier times
- Cost depends on movie title and size of crowd (100-200 people, 200-500 people)
- Parks & Recreation Department would seek sponsors to cover this cost
- Possible revenue sources would include concession sales and ticketing

Movie Rental and Licensing Costs

- <http://www.openaircinema.us/index.php/> (equipment purchase)
- www.swank.com (movie license rental)

Sources